

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant:	Lawrence Morrisroe, et al.	Examiner:	Yehdega Retta
Serial No.	10/696,295	Group Art Unit:	3622
Filed:	October 28, 2003	Docket No.	085804-010801
Title:	METHOD AND SYSTEM FOR CREATING, SERVING AND TRACKING ADVERTISEMENTS		
Customer No.:	76058		

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**AMENDMENT AND RESPONSE**

Date: August 31, 2010

Mail Stop: AMENDMENT  
Commissioner for Patents  
Post Office Box 1450  
Alexandria, Virginia 22313-1450

Sir:

This paper is in response to the Office Action mailed June 1, 2010. Please amend the application as follows.

**Certificate of Electronic Mailing (37 C.F.R. § 1.8)**

I hereby certify that this correspondence is being deposited electronically with the United States Patent Office addressed to Mail Stop RCE, Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450, on **August 31, 2010**.

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